NO RECALL TO REALITY

Billboard Liberation
Cultural Terrorism

Propaganda
Disinformation

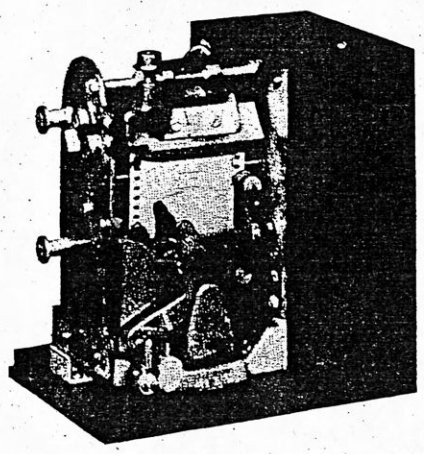
NC. If people try to enter the system and they don't have the system's point of view, they're likely to be excluded somewhere along the way. After all, no institution is going to happily design a mechanism to self-destruct, it's not the way institutions function. So they'll work to exclude or marginalize or eliminate dissenting voices or alternative perspectives and so on because they're dysfunctional. They're dysfunctional to the institution itself.

NC. If it is correct, as I believe it is, that a fundamental element of human nature is the need for creative work or creative inquiry, for free creation without the arbitrary limiting effects of coercive institutions, then of course it will follow that a decent society should maximize the possibilities for this fundamental human characteristic to be realized.

OURS is the first age in which many thousands of the best-trained individual minds have made it a full-time business to get inside the collective public mind. To get inside in order to manipulate, exploit, control is the object now. And to generate heat not light is the intention. To keep everybody in the helpless state engendered by prolonged mental rutting is the effect of many ads and much entertainment alike.

Since so many minds are engaged in bringing about this condition of public helplessness, and since these programs of commercial education are so much more expensive and influential than the relatively puny offerings sponsored by schools and colleges, it seemed fitting to devise a method for reversing the process. Why not use the new commercial education as a means to enlightening its intended prey? Why not assist the public to observe consciously the drama which is intended to operate upon it unconsciously? Marshal McLuhan

THE NIELSEN AUDIMETER



. . . the graphic recording instrument installed in a radio receiver in a scientifically selected radio home. By recording every twist of the dial, every minute of the day or night, the Audimeter obtains precious radio data not available through any other means. Audimeters are of 3 different types (only one illustrated here).

Figure 4

Figure 5

Installed in a typical radio receiver—the Audimeter operates silently and unseen.

The greatest triumphs of propaganda have been accomplished, not by doing something, but by refraining from doing. Great is the truth, but still greater, from a practical point of view, is silence about truth.

Welcome to the first No Recall To Reality zine. A long time in the coming but finally done. It basically grew out of a desire to see more stuff out there about propaganda and social control. This covers a huge range of topics including advertising, marketing, PR, films, papers, radio, television, magazines, music, military intelligence, spy networks, government spin doctors and disinformationists, corruption, landscape and building layout, work force organization, world financial institutions and our corporate lords among many more. Anything that aims to change the way you think to the advantage of somebody else. This first issue is mainly a primer of lifted stuff, some culture jamming tips, a bit of ranting and some pictures of mine, reprint at will.

This phenomenon of propaganda and social control seems to be, for obvious reasons, little discussed or at least aired. In a society where wealth inequalities have the potential to be challenged by popular rule, a system to protect the opulent few from the rest is required. Needless to say who has the resources and money to create such a system. When I say the word system I want to be cautious not to describe it as one all encompassing entity, it's not. There is no Ministry of Information but instead a system that aims to create money and defend itself against things that might threaten that. There are always exceptions that slip through; they're good for helping the media appear balanced, as if it is objective. But there are often also very powerful stories that make you wonder how much good the media could do if they weren't so concerned with maintaining the status quo or manipulating it to their own ends.

The media are like any corporation, they are capitalist and exist to make money, something that automatically cancels out their objectivity. A lot of the time they really couldn't care what you think, as long as you continue to buy the products advertised, go to work and generally behave yourself. Getting in the way of consumption and production is what scares them.

The age of efficiency and the mega-corporation is a fascist age. We live under the dictates of the market and authoritarian politicians who instead of encouraging us to participate to help create a strong democracy tell us to go back to our corner, and leave it to them. They know what they're doing. Politics is for politicians not people, we're better off watching TV or shopping, working and getting wasted. We are the meddlesome masses.

Capitalism is dead. It has created a society that can feed, clothe and house itself many times over. Time to take back what it has been stolen from others and us. The imperative to work is gone so why do we go on? We produce endless amounts of trivial nick nacks, hundreds of products we don't need, suffer economics crisis from oversupply, define our selves through what we buy as we rapidly devour the earth and our future.

Technology was supposed to give us more leisure time, but instead fewer people work more for less, are part-time under-employed, or get nothing, whilst a few make lots more. They tell us we've got to catch that dream! What dream? Of working less like we were told we would a long time ago. Why is everyone still going along with this? The project has failed. Economic rationalism told us we were is a hurry to get somewhere. They were in hurry to make more money and screw us over. The dream is theirs, not ours. I think we've been fooled.

The kind of society I want to help create isn't wasting away at work all day. Work if you want, sure, but not because you have to. We've come past that, but society tells us to work more, more, more. You have no value without a job, they say. Sure jobs definitely help define who you are but there seem to be a lot of people out there who aren't particularly satisfied with what they are doing. There are some things that must be done and

Many thanks to Lachlan and Phuc.It.Up, Alice for her help, advice and printing, Kate for her inspiration, great food and letting me crash, Bec for giving advice, great food and letting me crash, Nina for her contribution and help, Kieran for his inspiration and graffiti run fun, the kids at the autobarn for their hospitality and talk, Mikey for letting me use his computer, RAS for letting me scam, Trent for helping me rort NUS, and anyone else that has helped, inspired or whose house I stayed at over the summer.

Sources include Marshall Mcluhan, Chomsky, Z magazine, adbusters, Lachlan, Fifth Estate, the www galaxy, the Billboard Liberation Front, Political Hooligans Undermining Capitialist Ideology through Unusual Propaganda (Phuc.It.Up), Decandent Action, Agenda Benda, How to Make Trouble and Influence People, Loompanics and probably lots of other stuff too.

Things worth checking out:
www.adbusters.org
Chomsky/Herman, manufacturing consent, media control, nessecary illusions, The Noam Chomsky Archive http:// www.zmag.org/chomsky/ index.cfm
Decadent Action www.underbelly.demon.co.uk/ decadent/ index.htm.>>>>>>>>

aren't fun, but I'm certain we can create something more than this. There is less work to be done so lets work less. Those who work should get to sell what they produce, not their labor. We can't work less unless we collectively have control of our resources, our existence. Cutting out the bosses means a bigger share for those that actually do the work. If we produced what we needed instead of a massive oversupply of goods, if we created products that lasted instead of making them so they can be quickly thrown out and then replaced, if we felt less inclined to lead a life of material accumulation and so bought less, if we automated dangerous and tedious jobs with machines, retaining those that require interaction between people like tram conductors etc., if we abolished useless jobs like advertisers, marketers, politicians, economists, bankers, stockbrokers, speculators, the army etc. imagine how much less work we could do.

Of course there are also many other things that do need doing like fixing up hospitals, the education system, the environment, public resources like libraries, public transport etc. and creating things like community support systems and ways for people to have more participation in their society. Even with that though I think we could easily take a few days off the working week, work a third or so of the year and spend the rest of the time indulging in life. Playing, persuing the things we really want to - beautiful food, festivities, making love, learning, creating, dancing, singing, talking to people, searching, add your own.

No society is stable, nor should it be, these are things I would like to see more of. There are many others who would disagree which I wholey support, the last thing we want is a society where everyone thinks the same, this is what we're trying to break out of. We will not wait around for the 'revolution', the revolution is now! Our goals will be made through our everday lives. We will create own world today!

This zine is about what's preventing us from achieving that freedom. Seeing through the lies and bringing the spectacle crashing down is not just important for us but for all those people who our governments attack and oppress overseas. We can have a significant impact on their struggle for freedom through our ability to see through the media lies and distortions that keep us from acting. It's only when you begin to find out about all the things the media manipulate or hide; corporate crime and the crimes of favored governments, who supports capitalism who doesn't, that you can begin to see in whose interests the media act.

One of the ways to achieve this, I think, and probably the most fun, is culture jamming. Culture Jamming is basically attacking popular culture and it's values with no marching and chanting nessecary. I don't want to define it too much because I'm certianly no expert but for those sick of holding up placards and protesting within the bounds sanctioned by the state, culture jamming can be like rediscovering action again. Cracks in society can be easily found and exploited. Interrupt the smooth dullness of everyday life. Change ads, graffiti, pies in the face, interrupt multinational store openings, hacking, pirate radio, create your own media, own organisatins, own fun, own culture. We're not there to decortate capitalism and show off it's "diversity" but aims to bring it down. You need no permission, just a disrepect for your cultural masters and the will to create something better.

Starve them of capital! Boycott their business! Create your own!
Be decadent!

Agenda Benda zine (back page)
normal@idl.net.au
B.Bagdikian, the media monopoly
J.Mander, Four Arguments for the Elimination of Television
rtmark - a centre for anti-corporate terrorism http://rtmark.com/home.html
Clean Surface - a compilation of Melbourne grafitti http://members.xoom.com/cleansurface/
The Billboard Liberation Front http://billboardliberation.com/home.html
Hakim Bey, The Temporary Autonomous Zone
one of the most inspiring books I've read.

The Consumer Control Corporation is contactable at ;
The Incorrigable Intellectual Derelicts
PO box 4020 Melbourne University, Parkville, 3052, Victoria, Australia.

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How to iron shirts without hating your husband!
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The AUTOMAGIC GLADIRON

Infant deaths blamed on Teletubbies

By CHRIS MANLY
In London

PARENTS have been warned that the lovable Teletubbies can be killers after two toddlers died trying to hug their television sets.

The dual tragedy happened in New York when the sets toppled on to the two-year-olds.

In the US as in Australia, the British-created Teletubbies — Tinky-Winky, Dipsy, Laa Laa and Po — have been a huge success after first appearing there earlier this year on the Public Broadcast Service.

A spokesman for the Jacobi Medical Centre said children aged less than three should not be left unsupervised to watch the program.

"Young children enchanted with the Teletubbies want to participate in the nurturing experience," said Dr Ellen Crain, London director of emergency paediatric services.

"Unfortunately, the children are toppling the TVs down on themselves, causing head trauma and other crushing injuries."

Those huggable TV stars and a young fan.

A PBS spokesman said it was ridiculous to brand the Teletubbies as killers.

"We always suggest that parents watch our shows with the kids," the spokesman said.

Government by clubs and firing squads, by artificial famine, mass imprisonment, and mass deportation, is not merely inhumane (nobody cares much about that nowadays); it is demonstrably inefficient – and in an age of advanced technology, inefficiency is the sin against the Holy Ghost. A really efficient totalitarian state would be one in which the all-powerful executive of political bosses and their army of managers control a population of slaves who do not have to be coerced, because they love their servitude. To make them love it is the task assigned, in present-day totalitarian states, to ministries of propaganda, newspaper editors, and schoolteachers.

"When a working stiff demands a pay raise, it causes inflation and threatens the nation's prosperity; when a C.E.O. gets a raise ten thousand times as large, it rewards enterprise and assures all our futures. The two phenomena, obviously, are totally separate. Only a fool or a journalist could confuse them."

John Cassidy

RCA
FREEDOM IS EVERYBODY'S BUSINESS

ASSAULTING THE DOMINANT PARADIGM

If you haven't checked out the adbusters mags or seen the website www.adbusters.org, have a look. They're pretty slick, perhaps too much so,but have some great stuff on culture jamming, billboard liberation, essays on the advertising and marketing industries, the destruction of culture, environmental issues and corporate disinformation. Everything you need for the media age especially stuff about how to get active, not just how to see through it all.

Adbusters big day is Buy Nothing Day a "24 hour moratorium on consumer spending." It happens every year around the end of November at the beginning of the $mas period basically to challenge consumer culture, a hard thing to do considering the corporations have all the resources, the billion dollar advertising budgets ($300 billion US spent on advertising each year - adbusters, autum 97) and ownership of the media, but we're not just going to sit back and let them get away with it. Stick it in your diary or contact us if you want to help us organise the next one.

The media spew out the consumer message non-stop, around the clock, it's their lifeblood. The media exist to provide audiences for advertisers, the programmes get you in and then you get sold, the bigger the ratings the higher the advertising rates. The programming has to put you in a "buying mood" so no "Nestle kills third world kids" but Davey and Jone's new yuppie apartment. If you don't dream of being upwardly mobile and middle class you're wierd. Buy more stuff to get there, show off your success with a new stupid gadget, buy a product and a personality at the same time, make sure people know you have no life by showing off all the useless crap you've spent all your time accumulating.

We in the west constitute 20% of the worlds population and consume 80% of the world's resources, they get stolen from other countries and from us with the help of major international financial institutions like the IMF and World Bank and giant corporations, at a rate that far outweighs that of the colonial period. Imperialism becomes "free trade", "accessing new markets", IMF "rescue package" etc. The land gets turned inside-out to make ridiculous products most of which we don't even need or get used up and burnt out by the time next season comes around; advertising catalogues, women's magazines, televisions, hair curlers, computer games, cars, plastic cups that last 5 minutes, crap, crap, crap. Where do people think this incredible need for energy comes from?

Our insatiable appetite for superficial commodities, the way we've been taught to define ourselves through purchasing similar products with different 'personalities' is killing the earth. There is enough to go around. Farmers in the European Union receive billion dollar subsidies each year not to farm, tonnes of wheat and coffee get dumped at sea each year so as not to depress the markets by flooding them with "surplus," the IMF forces countries into the search for hard currency to pay back loans, countries get this hard currency through exports. Local food needs become secondary as cash crops such as coffee, chocolate, flowers and other exotic products are grown to pay back the ever increasing debt. Cases of countries exporting food while the population starves are not uncommon.

Modern methods of communication and transportation have disconnected us from one another not brought us together. The media won't tell us how our consumption affects the environment because they make money off it.

There are many options and possibilities given that power always rests with us. Their power rests upon our consent to be ruled. The only limit to our world must be our imaginations, the world can be what we wish to create, the only task is to begin.

BUY LESS

WORK LESS

PLAY MORE

BEWARE

THIS MAN IS A CONVICTED PAEDOPHILE AND CONMAN

A TOOL OF DEPARTMENT STORES AND BUSINESS COUNCILS HIS JOB IS TO COERCE AND INDOCTRINATE SMALL CHILDREN AND ADULTS ALIKE IN A CULTURE OF CONSUMERISM AND MATERIALISM

BEWARE YOUR CHILDREN

SANTA IS A MARKETING STRATEGY!

BUY NOTHING!!

Brought to you
by PHUC.IT.UP

How I Stopped Recycling

SUMMER 1998 FIFTH ESTATE

The title of this article is somewhat misleading since I continue to recycle a portion of the waste produced daily by my household. What has changed is my previous diligence in making certain every scrap of what is recyclable winds up in my yellow curbside container.

Now I use my recycle bin solely because my trash has to be placed somewhere for disposal. However, if I had to make any concerted effort at all, such as sorting or transporting my trash to some facility, I'm sure I wouldn't bother.

I realize even the headline is a provocation to some people who see recycling as an important component in the campaign for a clean environment. However, the contention that this is an inadequate perspective, leading eventually to the *opposite* of its intent, is nothing new to the *Fifth Estate*.*

Recycling is a classic case of co-optation by the reigning powers of genuine sentiment for reform. The idea of reprocessing waste items was put forth as a good faith solution by those in the ecology movement who saw the damage being done to the environment by the detritus of production and consumption.

The 1980s gave rise to the construction of a rash of huge incinerators, including one in Detroit. This monstrous facility, the world's largest at the time of construction, sits three miles from the downtown area, less than a mile from the homes of several FE staff members. This insane techno-fix (doesn't everyone know burning anything produces toxins?) has as its basis the idea that we can continue current waste levels without having to pay the consequences.

In contrast, recycling seems like a reasonable alternative, particularly since it doesn't confront either our personal consumption level or society's aggregate mess. The only demand is that people place recyclables in a separate bin, something with which most good citizens were willing to comply even when not required by local ordinance. In municipalities where curbside recycling isn't provided as a city service, many people willingly make trips to recycling centers with their sorted trash feeling "they're at least doing *something*."

However, the "something" is illusory. Landfills remain the major destination for the majority of household garbage and when space runs out like it has in New York's Fishkill facility, the city contracts to have it shipped to sites in Virginia.

A quick visual check in your neighborhood should illustrate that recycling isn't significantly reducing the trash that will either be landfilled or incinerated. Estimate the volume in the non-recycled section of your trash or on your block compared to the relatively tiny amount in recycling containers. My box is filled maybe every two weeks, much of it with newspapers, but every week I set out one or two 30 gallon garbage cans. And that's with at least some consciousness on my part about waste, excessive consumption and the composting of all my vegetable matter.

Recycling is a classic case of co-optation of genuine sentiment for reform by the reigning powers.

Mad Levels of Production

Some people argue that if recycling is not effective it at least functions as a gesture and is an important element towards understanding individual responsibility for our mess. However, the notion that recycling is even a little better than nothing produces only more illusions, not environmental sanity. Mad levels of production and consumption are at the core of capitalist economies, and unless that process is confronted, little will change.

To some extent this essay about individual disposal of household garbage should only be a footnote when talking about waste. Americans generate 8.5 billion tons of waste yearly, but the vast majority—98 percent—is from industrial and mining operations. The remaining two percent—172 million—is from municipal sources. According to the Summer 1990 *Earth Island Journal*, the latter totals out to an average of 1360 pounds per person yearly for households, but a whopping 31 tons (!) for each of us from the major sources.

The emphasis on household recycling functions as a diversion from examining the big sources of waste. A close look at the myths about recycling shows they are being perpetrated less by those committed to ecology and more by those doing the most damage to the planet. Even those active in administering recycling programs have come to recognize, for instance, that plastics consumption (an increasing percentage of the waste stream) is actually *encouraged* by recycling. For that reason, the Berkeley Ecology Center (BEC) announced in February 1996 that it would no longer accept plastics in the recycling program they administer for that California city.

Though they don't use it in production, the American Plastics Council, an industry group for virgin resin manufacturers (first-time-use plastics) has been a relentless promoter of plastics recycling. They've recently spent $18 million on public relations as part of a propaganda campaign to change the long-standing perception of their product as harmful to the environment.

From its inception, plastic has been a synonym for the false and insubstantial. The late Frank Zappa sang about "plastic people" and the obscenely whispered advice to "The Graduate," similarly was, "Plastics." Unfortunately, the businessman in the 1967 film ultimately was correct; the future did lie in that multi-use substance made from the oil for which the U.S. was willing to kill several hundred thousand Iraqis. The substitution of plastics for glass, wood and paper products has been so substantial that hardly anyone even notices. Any public event, a baseball game for instance, produces massive amounts of plastic cups, plates and cutlery that have been used in some cases for only the seconds it takes to spill down ten ounces of beer before being consigned to a trash barrel.

Filled with an ever-changing array of fun products, our shops offer something for everyone.

Toxic For Every Moment

The cups arrive at the local landfill (they can't be recycled), there to remain intact for hundreds of years, although their slow disintegration begins to release toxins. They began their ignominious journey in an oil field thousands of miles away and were toxic every moment of their existence—from drilling to oceanic transportation, to off-loading at American harbors to manufacture and finally to disposal. Plants that pump out benzene and vinyl chlorines, building blocks for a wide spectrum of plastics, produce 14 percent of U.S. toxic air emissions. Sixteen percent of all industrial accidents—explosions, toxic cloud releases, chemical spills and fires—involve plastic production. Recycling doesn't touch this, but the spills and accidents aren't what are featured in industry ads.

Recycled plastic is a small percentage of what is manufactured and the amount is actually *decreasing* even as recycling increases. In 1993, for instance, 15 billion pounds of plastic were produced from what the industry calls virgin feed stock, but only one billion pounds of that was recycled.

And, the "at least we're doing something" argument doesn't work well here either. The industrial process which reclaims plastic is highly toxic and much of what is collected is shipped overseas, and

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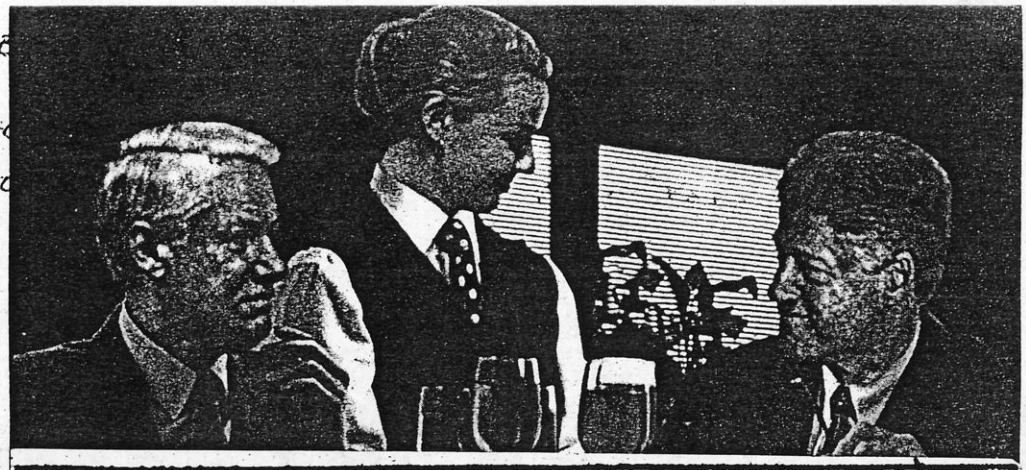
processed under uncontrolled conditions in notorious polluting countries like China and Thailand. In addition, most of the products which are manufactured from what is recycled, such as park benches, traffic strips, and polyester jackets, can't be recycled a second time. So, what you set out at your curb is only one generation away from a landfill.

Michael Garfield, director of the Ann Arbor (Mich.) Ecology Center, notes that although all plastic containers bear the chasing arrows symbol with a number in the middle, suggesting that all such products are recyclable, it is only 1s and 2s that can be. He says, "Recycling these are only slightly better than letting them go into a landfill, given the amount of resources expended."

He's being generous if you compute the amount of energy needed to ship your leftover designer water bottle to China along with millions of others to be reprocessed, manufactured into a new item, then shipped back to the U.S., transported to a mall, purchased, used, discarded, and finally landfilled.

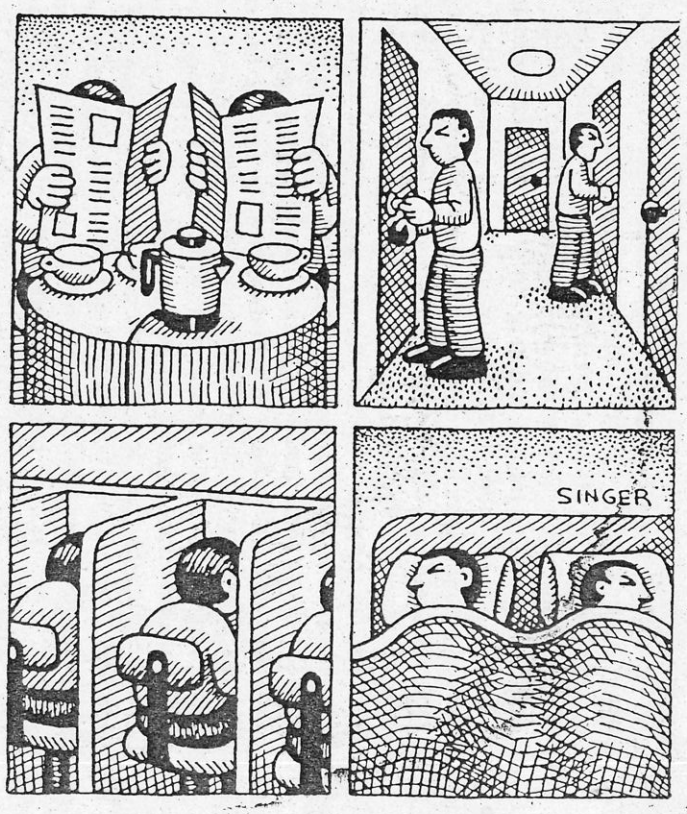
It's interesting to note how the last imperative in the ecological triad of reduce, reuse, recycle, has emerged as the one given prominence. The consequences of demanding an emphasis on the first—reduction of production—puts one on the path of confrontation with the Megamachine, something few people are willing to undertake. For instance, a campaign against plastic demands opposition not only to oil as a world commodity, but also to what the empire is willing to do to defend it.

As I write, the U.S. plans for another military strike against Iraq to insure its control of Middle East oil are on hold, but the generals and politicians are still in a blood froth. A good ecologist now needs to do more than just put tin cans in a curbside recycling bin. It requires being an anti-war activist as well.



going to safeway or coles and not stealing is IMMORAL!

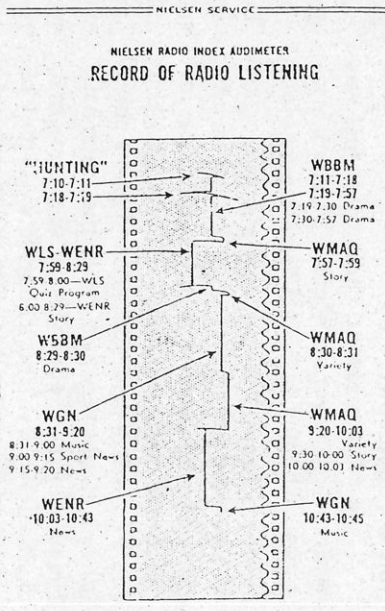
> Our enormously productive economy. . . demands that we make consumption our way of life, that we convert the buying and use of goods into rituals, that we seek spiritual satisfaction, our ego satisfaction, in consumption. We need things consumed, burned up, worn out, replaced, and discarded at an ever increasing rate.
>
> Victor Lebow, Retailing Analyst[1]



Illegal operators are threatening the Great Barrier Reef.

Senator Hill also said that the RAAF would not be ordered to stop live bombing in the marine park. The airforce has used Rattlesnake Island and Cordelia Rock in Halifax Bay, for bombing practice for about 50 years.

Senator Hill said the defence forces had always responded positively when told their activities were threatening the environment.

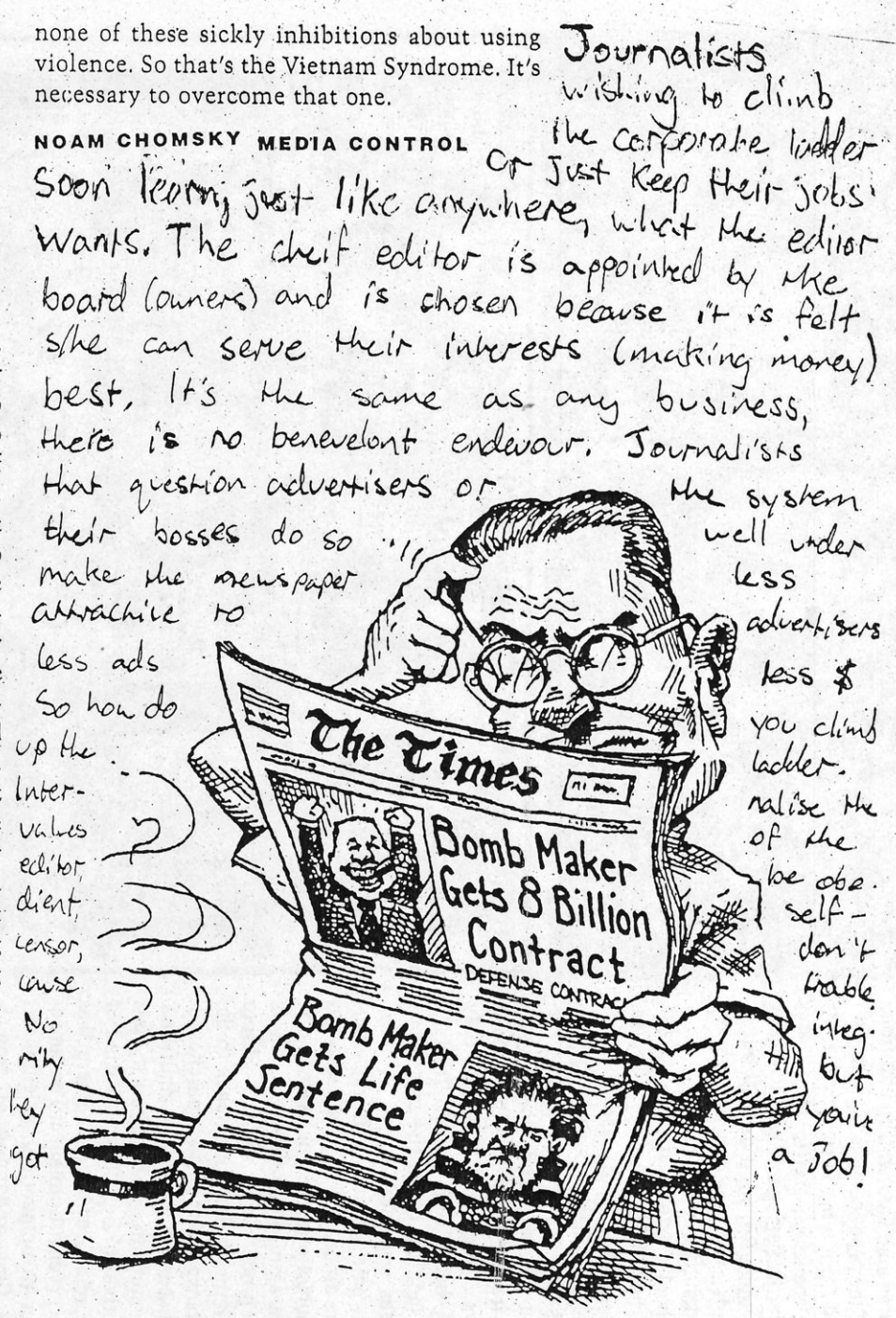


If you take particular programs, like armaments, cutting back on social spending, etc., almost every one of them was overwhelmingly opposed by the public. But as long as people are marginalized and distracted and have no way to organize or articulate their sentiments, or even know that others have these sentiments, people who said that they prefer social spending to military spending, who gave that answer on polls, as people overwhelmingly did, assumed that they were the only people with that crazy idea in their heads. They never heard it from anywhere else. Nobody's supposed to think that. Therefore, if you do think it and you answer it in a poll, you just assume that you're sort of weird. Since there's no way to get together with other people who share or reinforce that view and help you articulate it, you feel like an oddity, an oddball. So you just stay on the side and you don't pay any attention to what's going on. You look at something else, like the Superbowl.

To a certain extent, then, that ideal was achieved, but never completely. There are institutions which it has as yet been impossible to destroy. The churches, for example, still exist. A large part of the dissident activity in the United States comes out of the churches, for the simple reason that they're there. So when you go to a European country and give a political talk, it may very likely be in the union hall. Here that won't happen, because unions first of all barely exist, and if they do exist they're not political organizations. But the churches do exist, and therefore you often give a talk in a church. Central American solidarity work mostly grew out of the churches, mainly because they exist.

The bewildered herd never gets properly tamed, so this is a constant battle. In the 1930s they arose again and were put down. In the 1960s there was another wave of dissidence. There was a name for that. It was called by the specialized class "the crisis of democracy." Democracy was regarded as entering into a crisis in the 1960s. The crisis was that large segments of the population were becoming organized and active and trying to participate in the political arena. Here we come back to these two conceptions of democracy. By the dictionary definition, that's an *advance* in democracy. By the prevailing conception that's a *problem*, a crisis that has to be overcome. The population has to be driven back to the apathy, obedience and passivity that is their proper state. We therefore have to do something to overcome the crisis. Efforts were made to achieve that. It hasn't worked. The crisis of democracy is still alive and well, fortunately, but not very effective in changing policy. But it is effective in changing opinion, contrary to what a lot of people believe. Great efforts were made after the 1960s to try to reverse and overcome this malady. One aspect of the malady actually got a technical name. It was called the "Vietnam Syndrome." The Vietnam Syndrome, a term that began to come up around 1970, has actually been defined on occasion. The Reaganite intellectual Norman Podhoretz defined it as "the sickly inhibitions against the use of military force." There were these sickly inhibitions against violence on the part of a large part of the public. People just didn't understand why we should go around torturing people and killing people and carpet bombing them. It's very dangerous for a population to be overcome by these sickly inhibitions, as Goebbels understood, because then there's a limit on foreign adventures. It's necessary, as the *Washington Post* put it rather proudly during the Gulf War hysteria, to instill in people respect for "martial value." That's important. If you want to have a violent society that uses force around the world to achieve the ends of its own domestic elite, it's necessary to have a proper appreciation of the martial virtues and none of these sickly inhibitions about using violence. So that's the Vietnam Syndrome. It's necessary to overcome that one.

NOAM CHOMSKY MEDIA CONTROL


Journalists wishing to climb the corporate ladder or just keep their jobs soon learn, just like anywhere, what the editor wants. The chief editor is appointed by the board (owners) and is chosen because it is felt s/he can serve their interests (making money) best. It's the same as any business, there is no benevelont endevour. Journalists that question advertisers or their bosses do so ... make the newspaper attractive to less ads So how do up the Inter-values editor, dient, censor, cause No why they got
The Times
Bomb Maker Gets 8 Billion Contract
DEFENSE CONTRACT
Bomb Maker Gets Life Sentence
the system well under less advertisers less $ you climb ladder. nalise the of the be obe. self- don't trable integ. but you're a Job!

Sports WEAR for Those that Don't just swooshtika preTEND

A colour consultant from Toronto explained to the Inter-Society Colour Council meeting in New York an ingenious scheme which a client company had conceived for increasing the sale of potato peelers. He began by pointing out a puzzling fact. Although potato peelers 'never wear out', enough are sold in two years in his country to put one in every home. What happens to them? He gave this answer. 'Investigation reveals that they get thrown away with the potato peelings.' One of his colleagues, he added, had then come up with a dazzling plan for helping along this throw-away process. He proposed that their company paint its peelers a colour 'as much like a potato peeling as possible'. However, a potato-coloured peeler wouldn't have much eye appeal on the sales counter. They decided to solve that by displaying the peeler on a colourful card. Once the housewife got the peeler home and removed the bright card, the chances that she would lose the peeler were excellent. He explained how this would work to the benefit of the company in these terms:

'As most people wrap their peelings in newspaper . . . we figure that if they once lay the knife down, it will disappear and be thrown out. Next year we expect to double our sales.'

Each year American housewives were throwing away hundreds of pounds of food scraps that used to be fed to dogs. Meanwhile, they were spending a third of a billion dollars for prepared dog food. The most popular, by 1960, was pressure-blown puffed meal chunks.

VANCE PACKARD
The Waste Makers

Mr Kelley explained that man traditionally has cherished the notion that durability is a prime feature of merit in products and that the longer a thing lasts the more completely you realize a return on the money you paid for it. He cited the grandfather's clock that had been in his family for two hundred years and still worked fine. Advertisers, he said, have tended to stress durability of their product as a major feature.

This harping on durability, he said, was out of date and should stop. It didn't meet the needs of the times. To illustrate those new needs, he cited a radio repairman who berated him because he still had the same radio after six years, even though 'it functions better than ever'. The radio man complained, 'The trouble with this country is we expect the things to last too long. If you're a good 100 per cent American, you ought to buy a new radio!' Kelley also cited a department-store executive who told him that if everyone insisted on long wear there would be few repeat sales.

In one memorandum introduced as an exhibit during the proceeding, a company engineer outlined to his superior a programme for increasing sales by increasing the efficiency and shortening the life of flashlight lamps. He pointed out that progress already was being made. Originally the flashlight lamps outlasted three batteries. Then they were made to last only through two batteries. And now he was proposing that the lamp life be adjusted to last through one battery. 'If this is done,' he pointed out, 'we estimate that it would result in increasing our flashlight business approximately sixty per cent.' Another exhibit contained a message that a General Electric official wrote to an official of the Champion Lamp Works notifying him of a decision 'to change the life of the 200-watt 110-120-volt PS 30-bulb lamp from 1,000 hours . . . to 750 hours.' He added, 'We are giving no publicity whatever to the fact that the change is contemplated.'

Go with the world's #1

TV TURN OFF WEEK

If you're in Melbourne on the 19th of April, join us under the big t.v. corner Burke + Swanston streets at to kick off T.V. turn off week. Bring an old t.v. if you've got one. If you're somewhere else, do something. No-one owns the campaign, it eminates out of Adbusters but do whatever your imagination can spit out. Time to destroy the propaganda machine that keeps us consuming + sub-human, not realising our potential for an incredible fusion of creativity, freedom, festivals, food, sex, fun. We watch others.

122-28. April

/Check OUT\
Jerry Mander- 4 Arguments for the Elimination of T.V.

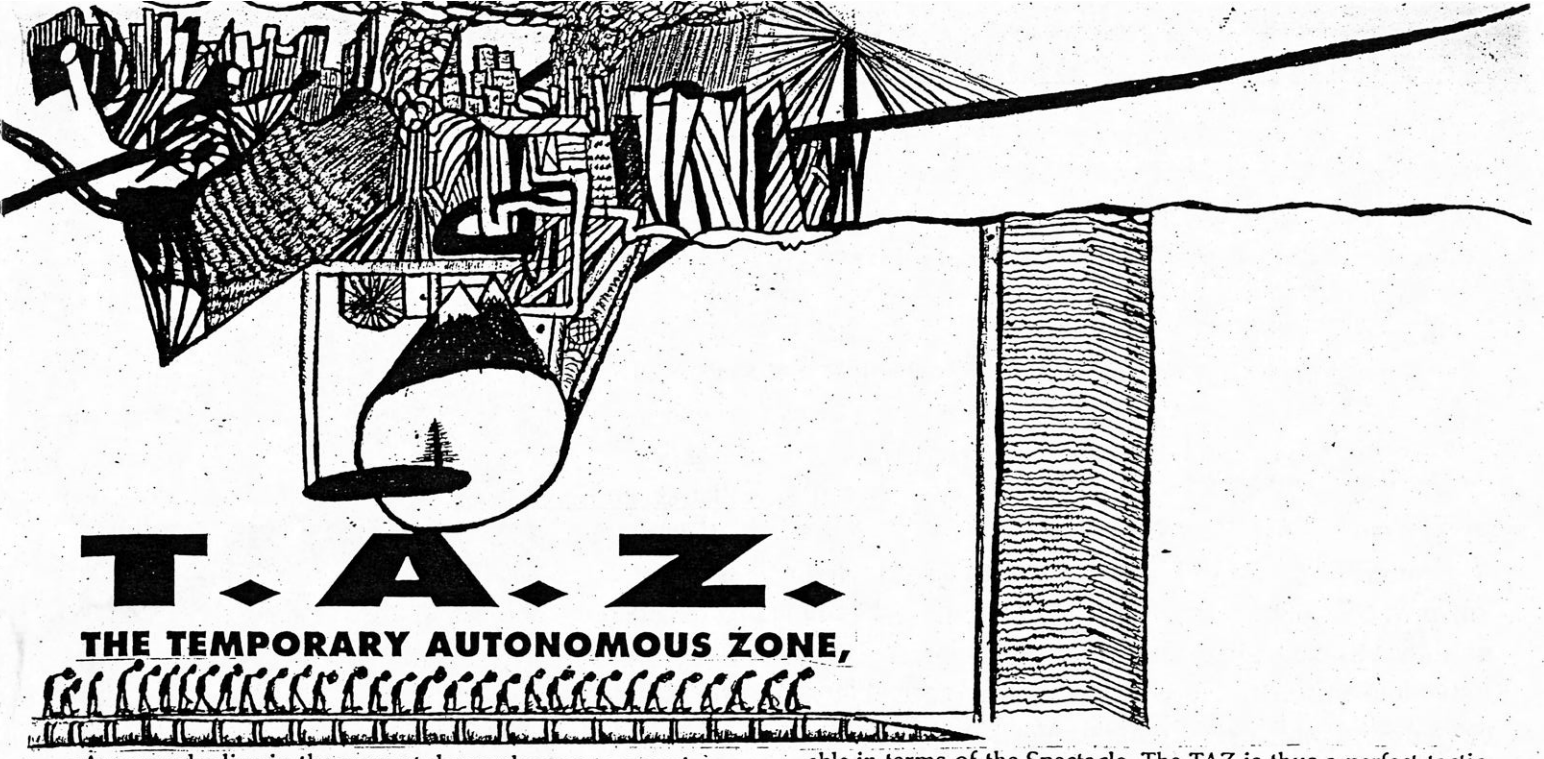
Phone in Sick DAY

World Phone In Sick Day has enjoyed immense popularity in Britain. For last year's event, over two thousand British Airways employees phoned in sick to protest airline policies, and countless others joined them in a more general protest. The "consumer terrorists" known as Decadent Action have been credited with inspiring these actions. The avowed purpose of Decadent Action is "the destruction of capitalism via hyper-inflation caused by excessive spending and employee disobedience," according to their press release.

Australian Phone in sick day has been called for May 7. Look out for the posters and stickers around. Our philosophy differs a bit in that we hope to bring down capitalism by withdrawing our money from the system and building our own organisations.

Phone in sick and cost them! Collectivise to give us control. KILL Clockwork Culture!

<www.underbelly.demon.co.uk/decadent/deadsickcont.htm> so much for my hellism!



T.A.Z.

THE TEMPORARY AUTONOMOUS ZONE,

Are we who live in the present doomed never to experience autonomy, never to stand for one moment on a bit of land ruled only by freedom? Are we reduced either to nostalgia for the past or nostalgia for the future? Must we wait until the entire world is freed of political control before even one of us can claim to know freedom? Logic and emotion unite to condemn such a supposition. Reason demands that one cannot struggle for what one does not know; and the heart revolts at a universe so cruel as to visit such injustices on *our* generation alone of humankind.

To say that "I will not be free till all humans (or all sentient creatures) are free" is simply to cave in to a kind of nirvana-stupor, to abdicate our humanity, to define ourselves as losers.

I believe that by extrapolating from past and future stories about "islands in the net" we may collect evidence to suggest that a certain kind of "free enclave" is not only possible in our time but also existent. All my research and speculation has crystallized around the concept of the TEMPORARY AUTONOMOUS ZONE (hereafter abbreviated TAZ). Despite its synthesizing force for my own thinking, however, I don't intend the TAZ to be taken as more than an *essay* ("attempt"), a suggestion, almost a poetic fancy. Despite the occasional Ranterish enthusiasm of my language I am not trying to construct political dogma. In fact I have deliberately refrained from defining the TAZ—I circle around the subject, firing off exploratory beams. In the end the TAZ is almost self-explanatory. If the phrase became current it would be understood without difficulty . . . understood in action.

The TAZ is like an uprising which does not engage directly with the State, a guerilla operation which liberates an area (of land, of time, of imagination) and then dissolves itself to re-form elsewhere/elsewhen, *before* the State can crush it. Because the State is concerned primarily with Simulation rather than substance, the TAZ can "occupy" these areas clandestinely and carry on its festal purposes for quite a while in relative peace. Perhaps certain small TAZs have lasted whole lifetimes because they went unnoticed, like hillbilly enclaves—because they never intersected with the Spectacle, never appeared outside that real life which is invisible to the agents of Simulation.

Babylon takes its abstractions for realities; precisely *within* this margin of error the TAZ can come into existence. Getting the TAZ started may involve tactics of violence and defense, but its greatest strength lies in its invisibility—the State cannot recognize it because History has no definition of it. As soon as the TAZ is named (represented, mediated), it must vanish, it *will* vanish, leaving behind it an empty husk, only to spring up again somewhere else, once again invisible because undefinable in terms of the Spectacle. The TAZ is thus a perfect tactic for an era in which the State is omnipresent and all-powerful and yet simultaneously riddled with cracks and vacancies. And because the TAZ is a microcosm of that "anarchist dream" of a free culture, I can think of no better tactic by which to work toward that goal while at the same time experiencing some of its benefits here and now.

In sum, realism demands not only that we give up *waiting* for "the Revolution" but also that we give up *wanting* it. "Uprising," yes—as often as possible and even at the risk of violence. The *spasming* of the Simulated State will be "spectacular," but in most cases the best and most radical tactic will be to refuse to engage in spectacular violence, to *withdraw* from the area of simulation, to disappear.

The TAZ is an encampment of guerilla ontologists: strike and run away. Keep moving the entire tribe, even if it's only data in the Web. The TAZ must be capable of defense; but both the "strike" and the "defense" should, if possible, evade the violence of the State, which is no longer a *meaningful* violence. The strike is made at structures of control, essentially at ideas; the defense is "invisibility," a *martial art*, and "invulnerability"—an "occult" art within the martial arts. The "nomadic war machine" conquers without being noticed and moves on before the map can be adjusted. As to the future—Only the autonomous can *plan* autonomy, organize for it, create it. It's a bootstrap operation. The first step is somewhat akin to *satori*—the realization that the TAZ begins with a simple act of realization.

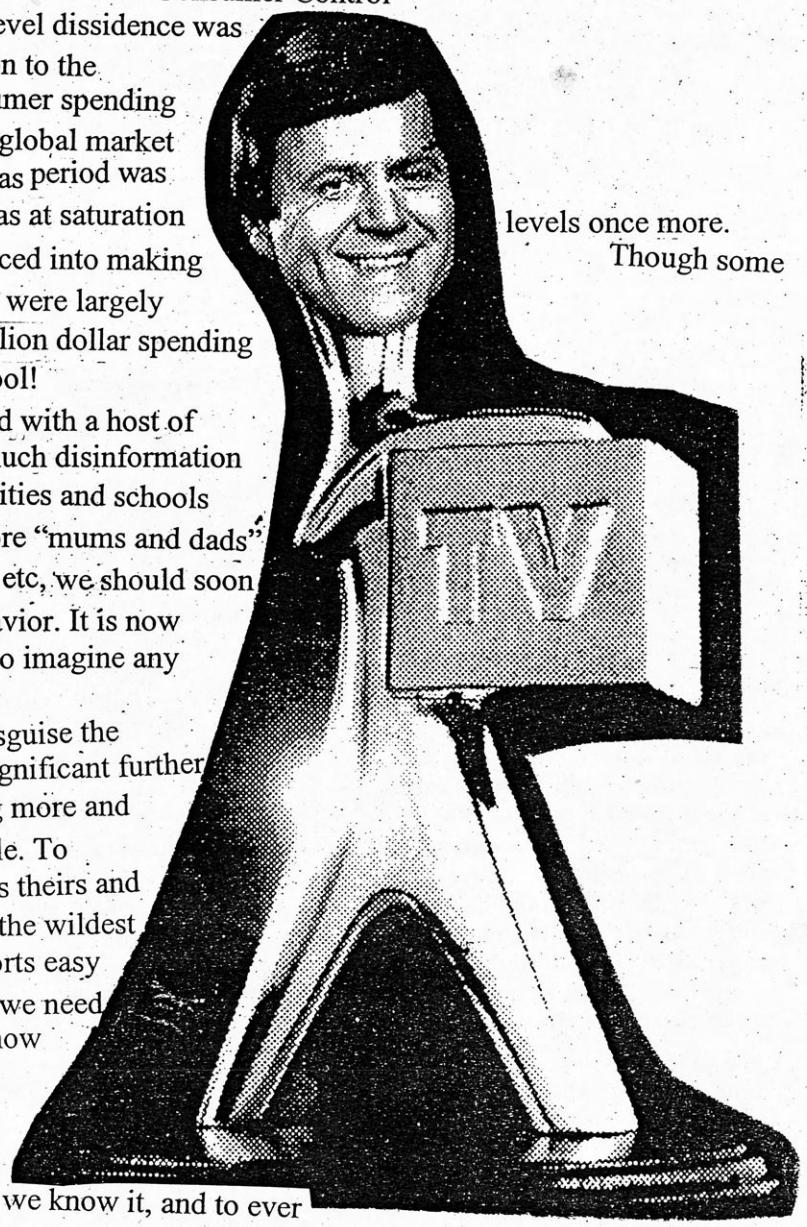
We are looking for "spaces" (geographic, social, cultural, imaginal) with potential to flower as autonomous zones—and we are looking for times in which these spaces are relatively open, either through neglect on the part of the State or because they have somehow escaped notice by the mapmakers, or for whatever reason.

The TAZ is not a harbinger of some pie-in-the-sky Social Utopia to which we must sacrifice our lives that our children's children may breathe a bit of free air. The TAZ must be the scene of our present autonomy, but it can only exist on the condition that we already know ourselves as free beings.

HAKIM BEY

Chairman's Annual Report

Another long, difficult, yet prosperous year has left The Consumer Control Corporation in good stead once more. Though the level dissidence was greater than in previous years, particularly in relation to the waterfront dispute and the Jabiluka campaign, consumer spending was still high despite predictions of a recession and global market meltdown due to the Asian economic crisis. The $mas period was particularly inspiring. Advertising and television was at saturation levels once more. Though some refused to participate (much thought needs to be placed into making other religious celebrations more consumerist) they were largely shunned as the majority of Australians went on a billion dollar spending spree. Jesus and Santa are one hell of a marketing tool!



The public was kept well distracted and indoctrinated with a host of sitcoms, sporting events, movies, "elections," and much disinformation produced by none other than yours truly. As universities and schools move into a closer relationship with business and more "mums and dads" buy into the capitalist system through Teltra "floats" etc, we should soon see a further increase in conformist thought and behavior. It is now becoming difficult for even small groups of people to imagine any system other than this.

It is, however, becoming increasingly difficult to disguise the increasing gap between rich and poor. It will take significant further effort and resources to keep those who are becoming more and more dissatisfied with their lives to submit to our rule. To disguise that rule so that they continue to believe it is theirs and to more effectively make them not care by creating the wildest of distractions and spectacles. We may find our efforts easy until at least one or two years after the Olympics but we need be very wary of the many grassroots organisations now beginning to take form once more.

All shareholders can rest assured that they are in most secure hands and the board will take all necessary steps to secure the future of the system as we know it, and to ever reconstruct it to our advantage.

Yours Sincerely

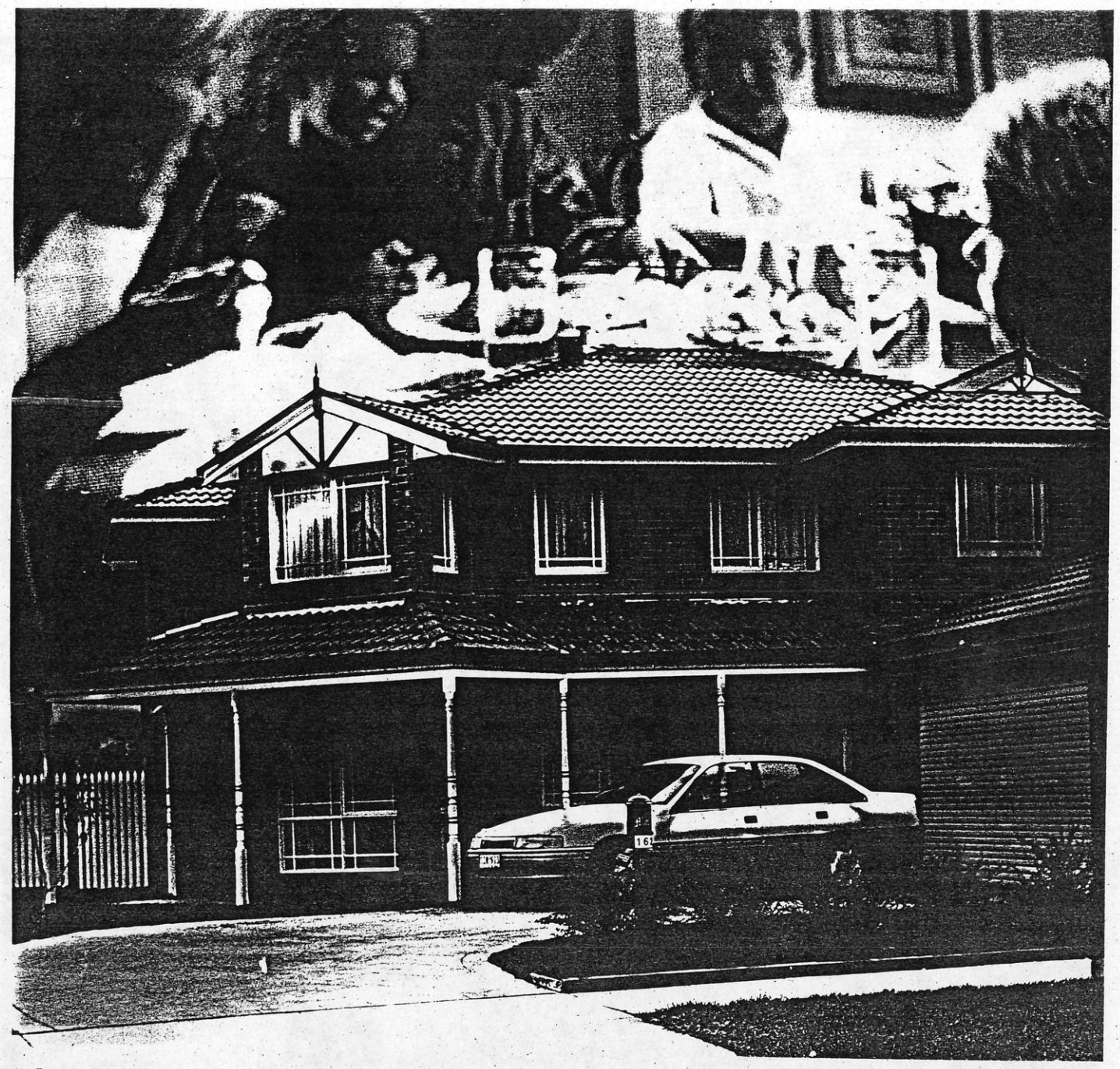
Ray Martin

Note: Martin has more shares in News Corp (Murdoch) than he does in Publishing & Broadcasting (Packer) who he works for. See Martin assaulting John Safran at – www.geocities.com/siliconvalley/Matrix/7415/ Or find a video copy

MARTIN'S NEST EGG OF SHARES

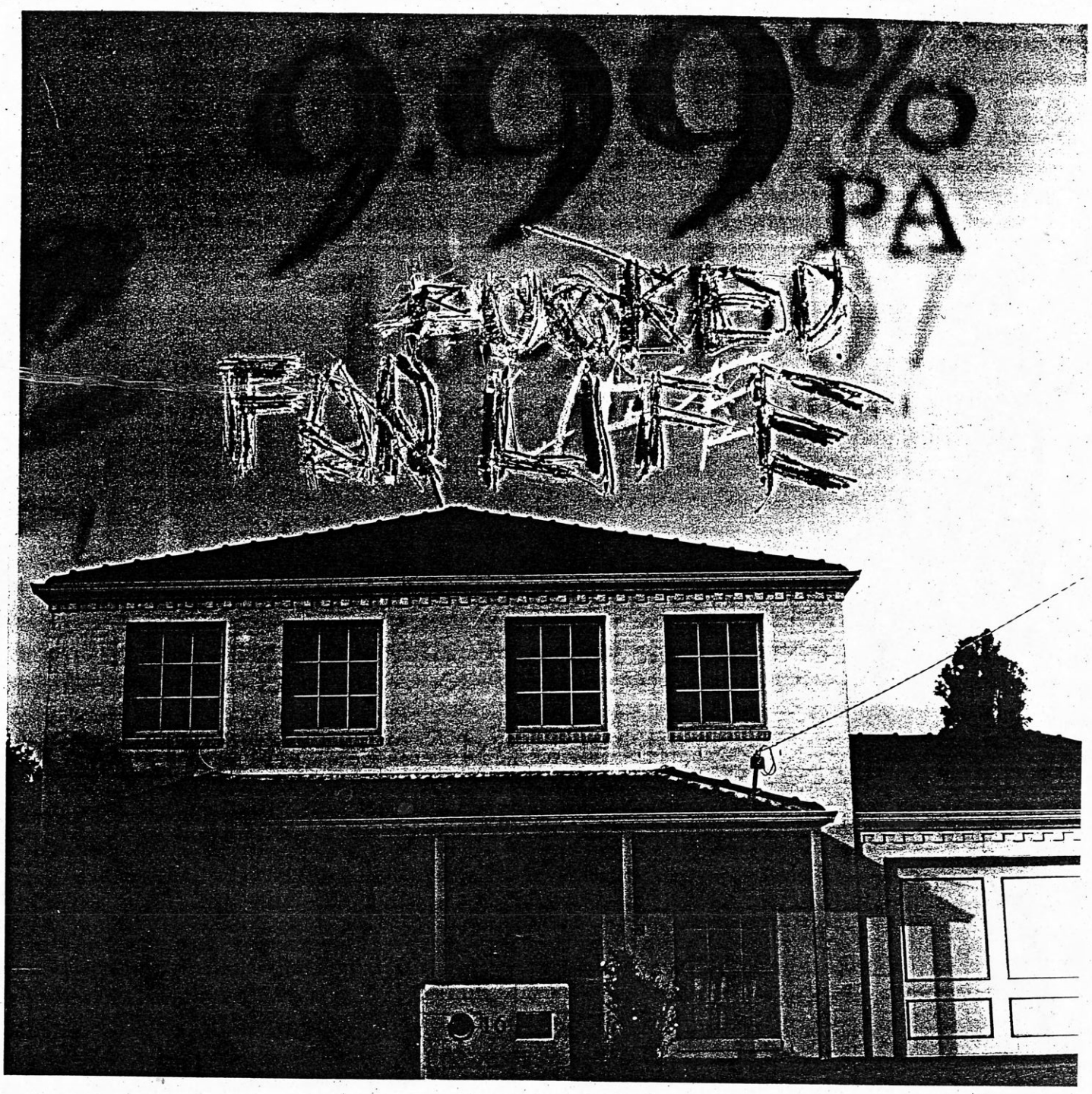
COMPANY	ACTIVITY	SHARES	VALUE($)
Telstra (inst. receipts)	Communications	24,000	105,360
News Corp (ordinary shares)	Media	20,000	189,000
News Corp (preferred)	Media	10,000	83,500
Publishing & Broadcasting	Media	15,000	90,000
FXF Trust	Media	15,000	3,000
Prime Television	Media	896	1,792
Countrywide Retail Trust	Supermarkets owner	167,800	256,734
Woolworths	Retailer	40,000	225,600
Colonial	Banking/insurance	29,923	138,842
ANZ Banking Group	Banking	16,500	145,530
National Australia Bank	Banking	10,000	201,000
Westpac Property Trust	Property	80,000	133,600
Lend Lease	Property/finance	3,000	106,560
Envestra	Gas distribution	250,000	250,000
The Franked Income Fund	Wesfarmers shares	35,514	158,037
Transurban Unit Trust	Melbourne toll road	185	268,065
Infrastructure Unit Trust	Melb toll road assets	155,000	203,050
Paladin Industrial Trust	Property	197,412	177,670
Citadel Pooled Dvt	Venture capitalist	87,800	20,194
Abacus Epping Park Trust	Property syndicate	330,000	330,000
Abacus CUB Office Trust	Property syndicate	125,000	125,000
Abacus Ashfield Mall Trust	Property syndicate	140,000	140,000
Abacus Ashmall Dvt	Property syndicate	140,000	7,000
TOTAL			$3.3m

SOURCE: BRW RESEARCH, SEPTEMBER 1998 (VALUES ON ASX OCTOBER 16)

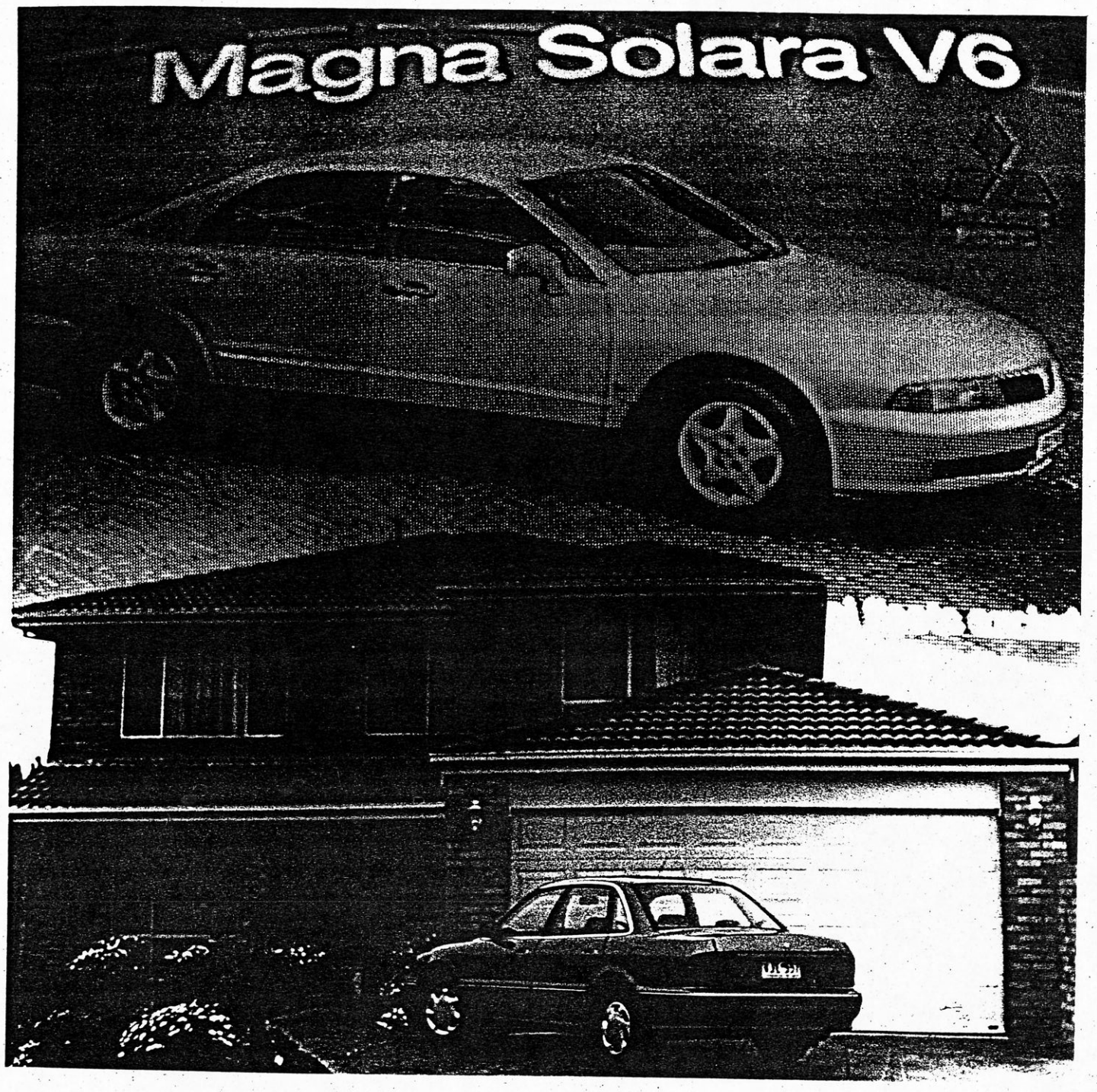


What lies behind the TV. screen? The barons want your money and they want your time. What doesn't make it to the news doesn't exist, and what they say exists isn't real. What happens isn't as important as what's on TV. Consciousness delivered to your house. Progress, progress, progress. We must have gotten somewhere cause we have better cars now than we did 10 years ago. All this and other irrelevant garbage to take up your time while the masters go about the crimes you won't hear about. Too much thinking is bad when marketing the latest fad. Ads look ridiculous next to "Kosovo massacre". Put a light story on before the ad break or you'll have McHappy meals following dead people in a ditch and they'll realise just how superficial this reality is.

Does your kitchen make you feel like you live in House and Garden magazine? Does you living room look like it could be used for a sit-com? Does your neighbourhood look like Ramsey street? You look just like that guy off that show! Do you somehow feel unoriginal? Sounds like, looks like, feels like, is like, my life is being played back to me. Advertisers steal my comfort, leave anxiety and then offer to sell me my comfort back, at a price. Then they steal it again and I have to buy something new to keep up, but I can't.



WHO SLAVES FOR BANKERS? WHO SAYS THE MYTH IS REAL? WHO PROFITS? WHO PAYS? TEN THOUSAND REPETITIONS OF THE SAME DAY. WHAT'S NOT AND WHAT'S SO? WHAT'S TO DO AND WHAT'S NOT? WHAT EXISTS AND WHAT DOESN'T? WHO SAID SO? WHO GOES UNPUNISHED? WHO PUNISHES? WHOSE LAW? WHOSE ORDER? WHOSE COUNTRY? WHOSE BORDERS? WHAT COUNTS AND WHAT DOESN'T? A CRICKET CAPTAIN, A HOUSE, A CAR, MONEY AND DEDICATION TO THE ECONOMY? WHO'S VOICE IS BIG ENOUGH TO DEFINE LIFE?



"THE ABSOLUTE DENIAL OF LIFE, IN THE SHAPE OF A FALLACIOUS PARADISE, IS NO LONGER PROJECTED ONTO THE HEAVENS, BUT FINDS IT'S PLACE INSTEAD WITHIN MATERIAL LIFE ITSELF. THE SPECTACLE IS HENCE A TECHNOLOGICAL VERSION OF THE EXILING OF HUMAN POWERS IN A 'WORLD BEYOND' - AND THE PERFECTION OF SEPARATION *WITHIN* HUMAN BEINGS."

GUY DEBORD - *THE SOCIETY OF THE SPECTACLE*

PARADE OF ENEMIES

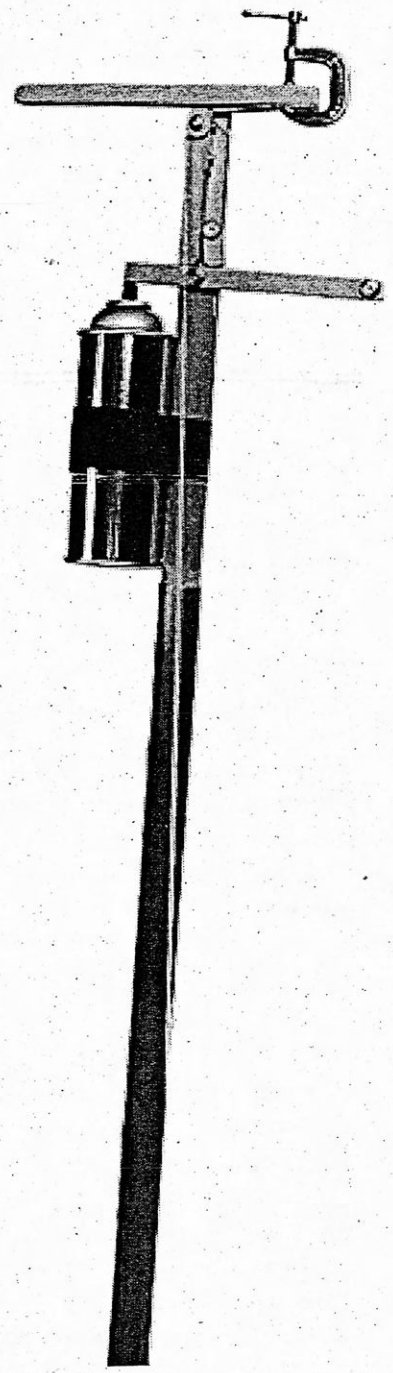
Instead of talking about the last war, let me talk about the next war, because sometimes it's useful to be prepared instead of just reacting. There is a very characteristic development going on in the United States now. It's not the first country in the world that's done this. There are growing domestic social and economic problems, in fact, maybe catastrophes. Nobody in power has any intention of doing anything about them. If you look at the domestic programs of the administrations of the past ten years—I include here the Democratic opposition—there's really no serious proposal about what to do about the severe problems of health, education, homelessness, joblessness, crime, soaring criminal populations, jails, deterioration in the inner cities—the whole raft of problems. You all know about them, and they're all getting worse. Just in the two years that George Bush has been in office three million more children crossed the poverty line, the debt is zooming, educational standards are declining, real wages are now back to the level of about the late 1950s for much of the population, and nobody's doing anything about it. In such circumstances you've got to divert the bewildered herd, because if they start noticing this they may not like it, since they're the ones suffering from it. Just having them watch the Superbowl and the sitcoms may not be enough. You have to whip them up into fear of enemies. In the 1930s Hitler whipped them into fear of the Jews and gypsies. You had to crush them to defend yourselves. We have our ways, too. Over the last ten years, every year or two, some major monster is constructed that we have to defend ourselves against. There used to be one that was always readily available: The Russians. You could always defend yourself against the Russians. But they're losing their attractiveness as an enemy, and it's getting harder and harder to use that one, so some new ones have to be conjured up. In fact, people have quite unfairly criticized George Bush for being unable to express or articulate what's really driving us now. That's very unfair. Prior to about the mid-1980s, when you were asleep you would just play the record: the Russians are coming. But he lost that one and he's got to make up new ones, just like the Reaganite public relations apparatus did in the 1980s. So it was international terrorists and narco-traffickers and crazed Arabs and Saddam Hussein, the new Hitler, was going to conquer the world. They've got to keep coming up one after another. You frighten the population, terrorize them, intimidate them so that they're too afraid to travel and cower in fear. Then you have a magnificent victory over Grenada, Panama, or some other defenseless third-world army that you can pulverize before you ever bother to look at them—which is just what happened. That gives relief. We were saved at the last minute. That's one of the ways in which you can keep the bewildered herd from paying attention to what's really going on around them, keep them diverted and controlled. The next one that's coming along, most likely, will be Cuba. That's going to require a continuation of the illegal economic warfare, possibly a revival of the extraordinary international terrorism. The most major international terrorism organized yet has been the Kennedy administration's Operation Mongoose, then the things that followed along, against Cuba. There's been nothing remotely comparable to it except perhaps the war against Nicaragua, if you call that terrorism. The World Court classified it as something more like aggression. There's always an ideological offensive that builds up a chimerical monster, then campaigns to have it crushed. You can't go in if they can fight back. That's much too dangerous. But if you are sure that they will be crushed, maybe we'll knock that one off and heave another sigh of relief.

When you can't control people by force and when the voice of the people can be heard, you have this problem. It may make people so curious and so arrogant that they don't have the humility to submit to a civil rule and therefore you have to control what people think.

And the standard way to do this is to create terrorists, who, in more honest days, used to be called "propaganda." Manufacture of consent. Creation of necessary illusions. Various ways of either manipulating the general public or reducing them to ruthless fanatics.

NOAM CHOMSKY

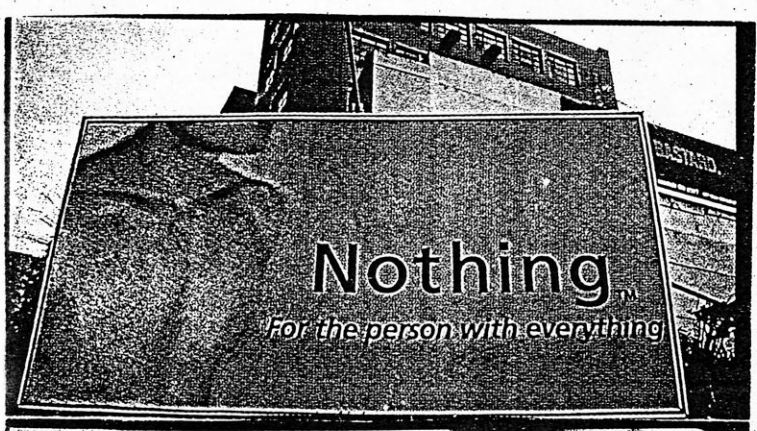
Tagging is a crime?



Suppression of art is what the fascists did. Let me express myself. What are you afraid of? Why must you control? Do you think it's ugly? What about those billboards? What about that pollution? What about those buildings, freeways, televisions, hollywood, 'cityscapes', forest destruction, arms races, tanks, guns, 'schools', apathy, poverty, alienation, racism, sexism, car culture, meritocracy, organised religion, speciesism, heirarchies, the underclasses, multinationals, big business in general, boredom, 'representative' democracy, capitalism.

Why don't you fix the problem instead of the symptom?

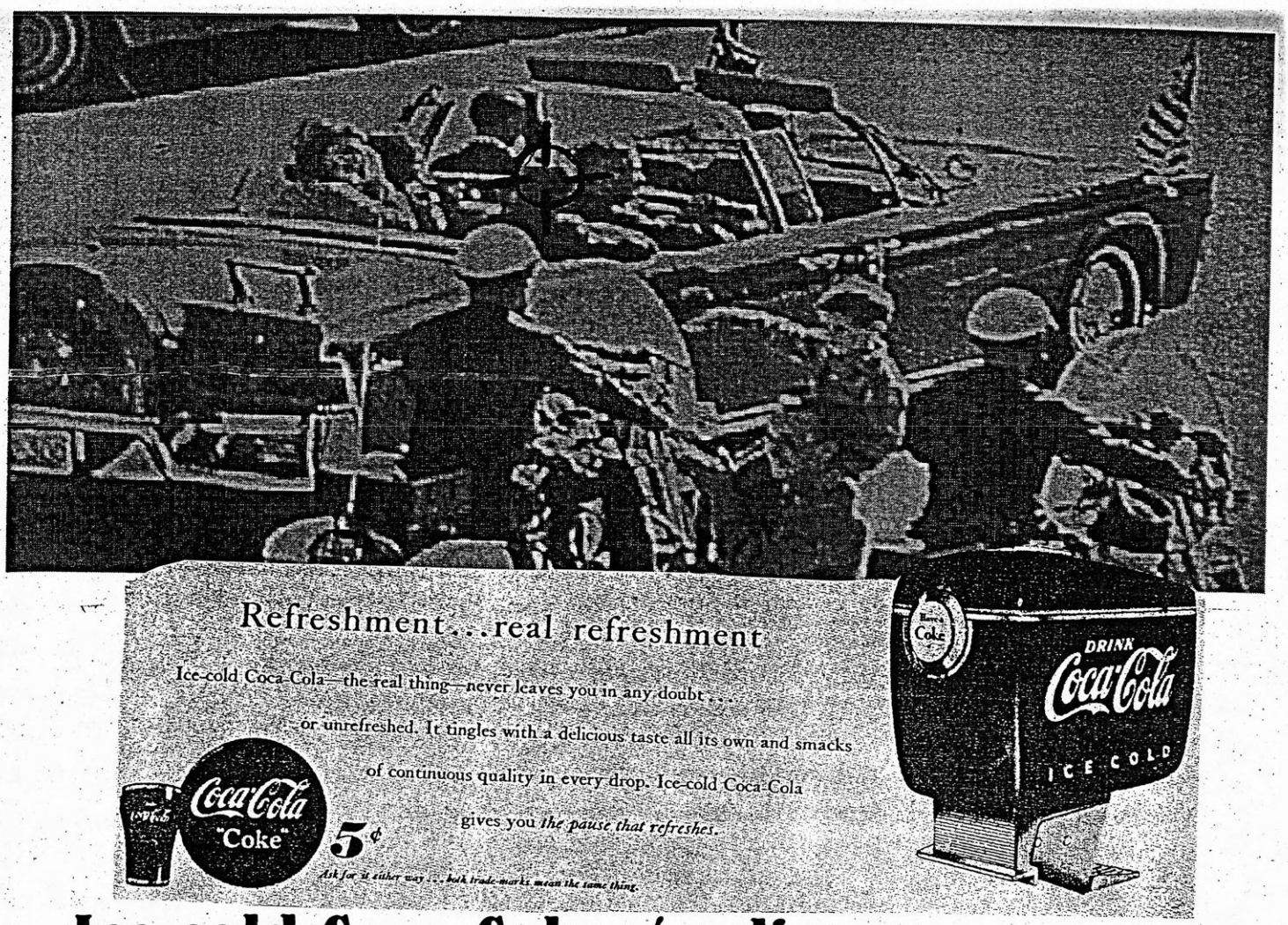
*P*olitical *H*ooligans *U*ndermining *C*apitalist *I*deology *T*hrough *U*nusual *P*ropaganda



AVE AUSSIE WOMAN SHOPS FOR 5HRS AND 27 MIN A WEEK (abs95)
AUSTRALIANS SPEND 4x MORE TIME AT SHOPPING CENTRES THAN AMERICANS (age23.9.96)

The nature of multinational corporations is exemplified by Coca-Cola, one of the most powerful. During the Second World War, the company claimed that 'next to wives and sweethearts and letters from home, among the things our fighting men overseas mention most is Coca-Cola'. 'Coke' was said to represent the spirit of the United States in its struggle against the forces of fascism. Allied Supreme Commander General (later President) Dwight Eisenhower ordered eight Coca-Cola plants to be set up immediately after his armies landed on the beaches of North Africa.

However, beloved Coke also served the enemy. Max Keith, the company's man in Berlin, so ingratiated himself with the Nazis' Office of Enemy Propaganda that he was appointed administrator of soft drinks' production in occupied Europe. Unable to import the Coca-Cola syrup, Keith concocted another formula from available ingredients and called it Fanta – a brand that is today one of the company's most profitable.[35] John Pilger


Refreshment...real refreshment
Ice-cold Coca-Cola—the real thing—never leaves you in any doubt...
...or unrefreshed. It tingles with a delicious taste all its own and smacks
of continuous quality in every drop. Ice-cold Coca-Cola
gives you the pause that refreshes.
Coca-Cola
"Coke"
5¢
Ask for it either way...both trade-marks mean the same thing.
DRINK
Coca-Cola
ICE COLD

Ice-cold Coca-Cola steadies your nerves

The Kennedy Myth

The heroic tale of JFK is nothing more than well designed propaganda to pass over his brutal attributes, cleanse history of his misdemeanours, make us yearn back to some distant utopia that could have been if not for that commie Lee Harvey-Oswald and to have us to believe that we need leaders to rescue us and give us democracy and justice. People take democarcy, it has never been given.

Kennedy's caring liberal attributes helped him to invade Cuba, set up brutal dictatorships in Vietnam, Brazil, the Congo and Indonesia with the help of the CIA in the interests of corporate elites in which the US government has always been in the service of. Such famous dictators that are now decried for their brutality, as Suharto and Mobutu, were helped to their positions under Kennedy's presidency. Indonesian generals were trained in "American ways" in US universities. The result was 500 000 dead from the coup and more than thirty years of Suharto's brutality.

Noam Chomsky argues in "Rethinking Camelot" that Kennedy had no intention of withdrawing from Vietnam and in fact escalated the conflict by installing even harsher generals to crack down on the rebelling local population. Chomsky's statement that "If the Nuremberg laws were applied today, every post world war two president would have to be hung" is more than true. Just look at Clinton's present acts in Iraq and Yugoslavia. The only law followed by the U.S. is the rule of force.

In between womanising the imagination runs wild as to all the plans Kennedy and others hatched to extend US hegemony throughout the world. The mission continues today.

Check out William Blum's "Killing hope, US Military and CIA Interventions Since WWII" for far more on what has been achieved and how is differs from official history. Blum used to work for the State Department before leaving in 1967 over US actions in Vietnam.

UNDER NO MANAGEMENT

Supermarkets make me queasy. All its quasi-variety that manik shoppers thrive on, despite it being multi-corps in disguise. There is no season there, every food from everywhere is available to you all year round, twenty-four hours a day. For your convenience. There is no texture but the smooth packaging telling you everything you need to know, xcept what's really in it, where its really from and what suffered to courier it direct to your microwave. The sensory stimuli overdoses pummels you in every direction coercing you, desensitising you. The layers upon layers you have to strip just to reach the substance; the food. Glorious food. Food as life force. Food as first stop before you can take on what's there. Submitting to the supermarket as provider of food is one helluva dependence syndrome. You've got no right to negotiate. Anyway, food should not be a mediated experience, but one of pleasure. And who can really derive pleasure from a passive consumption habit?

collective control: more than a catchphrase

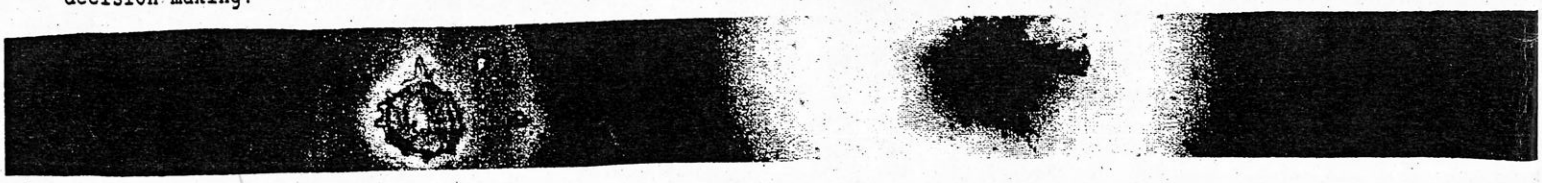
Assuming control over food is about reclaiming and collectivising the generated wealth from food production and distribution. A food co-op is an important facet of this as it's a distribution point that is owned and controlled by its members. Becoming a member in a co-op usually involves performing work that translates into a valuable effort sustaining the co-op and benefiting the member by way of discount and decision making power. Cos profits and the preservation of hierarchies are of no priority, the consumer is active; involved in determining prices, deciding what food suppliers to use and defining what is a just distribution of labour. The consumer is also active by bringing their own containers to fill up with bulk foods. This distributes labour so prices can be kept down and does away with all the unnecessary packaging that is gradually polluting us to death. A co-op is also a strong network of people that have a base to work from, which transforms the individual consumer into a collective countering the disinformation by food industries and intent on skill-sharing and consensual decision-making.

Responsibility: you can't beat the feeling

Food is our primary source of nourishment. Phat multi-corps have commodified this need with blatant disregard for everything but profiteering. From the seed to the superstupidmarket shelf they tyrannise the land with chemicals, intense farming practices and pollutants from storage, transport, production and disposal of packaging. Animals are maintained and slaughtered in phucking appalling conditions. Corps involvement in the 'developing' world are cash crops, dispossession of small land owners, exploitative labour practices and copious amounts of grain are fed to livestock that graze on fertile lands or clearfelled forest. Big petro-agribuisness patent and monopolise the seed then market seeds with 'essential' inputs(ie irrigation, machinery, chemicals)also provided by the same corp for huge prices. Debts are increased, traditional sustainable farming and land use methods ignored and genetic diversity threatened. These huge costs to people, animals and the environment are externalised from the shelf price. Can't be translated into dollars anyway. Accepting responsibility for the impact of our own consumption is not heralding the individual consumer as the bastion of social change. Don't get a guilt complex, don't bother waiting for the revolution before you consume ethically. Its gotta happen now. By indulging in alternative economical institutions such as co-ops you are partaking in a collective movement withdrawing capital (and a vote of confidence) from the system.

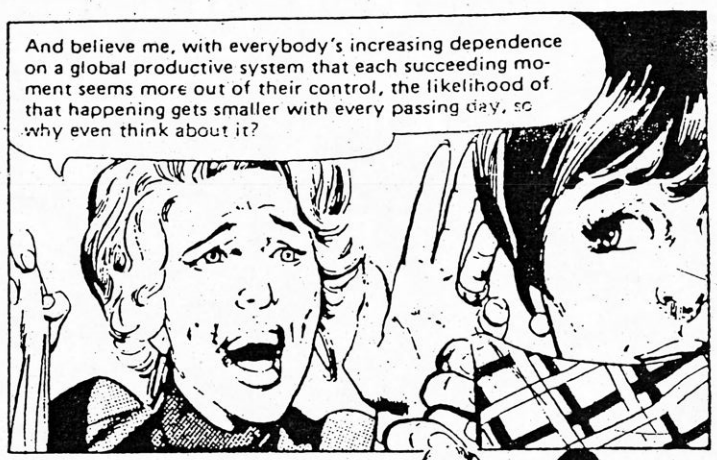
Food co-ops are not some idealised autonomous zone and are somewhat bound by capitalistic restraints. But that's okay. By supplying cheap vegetarian/vegan wholefoods, non-profit, that are minimally packaged, nutritious and produced by people committed to environmental and social justice they do provide a strong community model of an alternative system of enterprise. Abstaining from the sterilised packaged hell of the superstupid market means you fill your bellies and the not the bank accounts of the greedy. Its a bit of an effort but convenience is a myth anyway cos its at the expense of everything else.

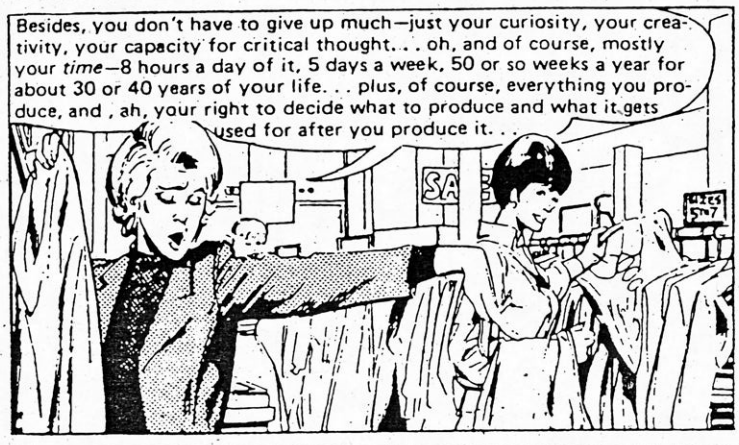
To consumerist hell with it all. Be decadent in your dissent; don't boycott a brand...boycott the supermarket. -NINA

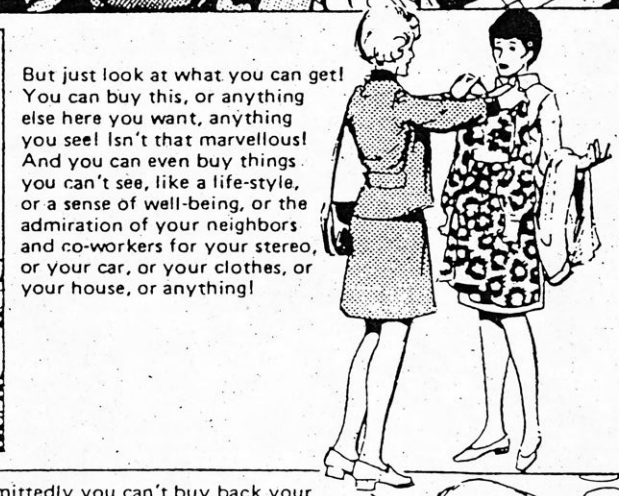


. . . AS WE JOIN MIDGE AND CINDY, CINDY HAS RELUCTANTLY AGREED TO CONSIDER JOINING THE WORKFORCE; READ ON . . .

Darling, I'm really glad you decided to think about joining us— though it's not as if you could really choose not to anymore, is it? Not without a lot of other people joining you, anyway.


And believe me, with everybody's increasing dependence on a global productive system that each succeeding moment seems more out of their control, the likelihood of that happening gets smaller with every passing day, so why even think about it?


Besides, you don't have to give up much—just your curiosity, your creativity, your capacity for critical thought. . . oh, and of course, mostly your *time*—8 hours a day of it, 5 days a week, 50 or so weeks a year for about 30 or 40 years of your life. . . plus, of course, everything you produce, and , ah, your right to decide what to produce and what it gets used for after you produce it. . .

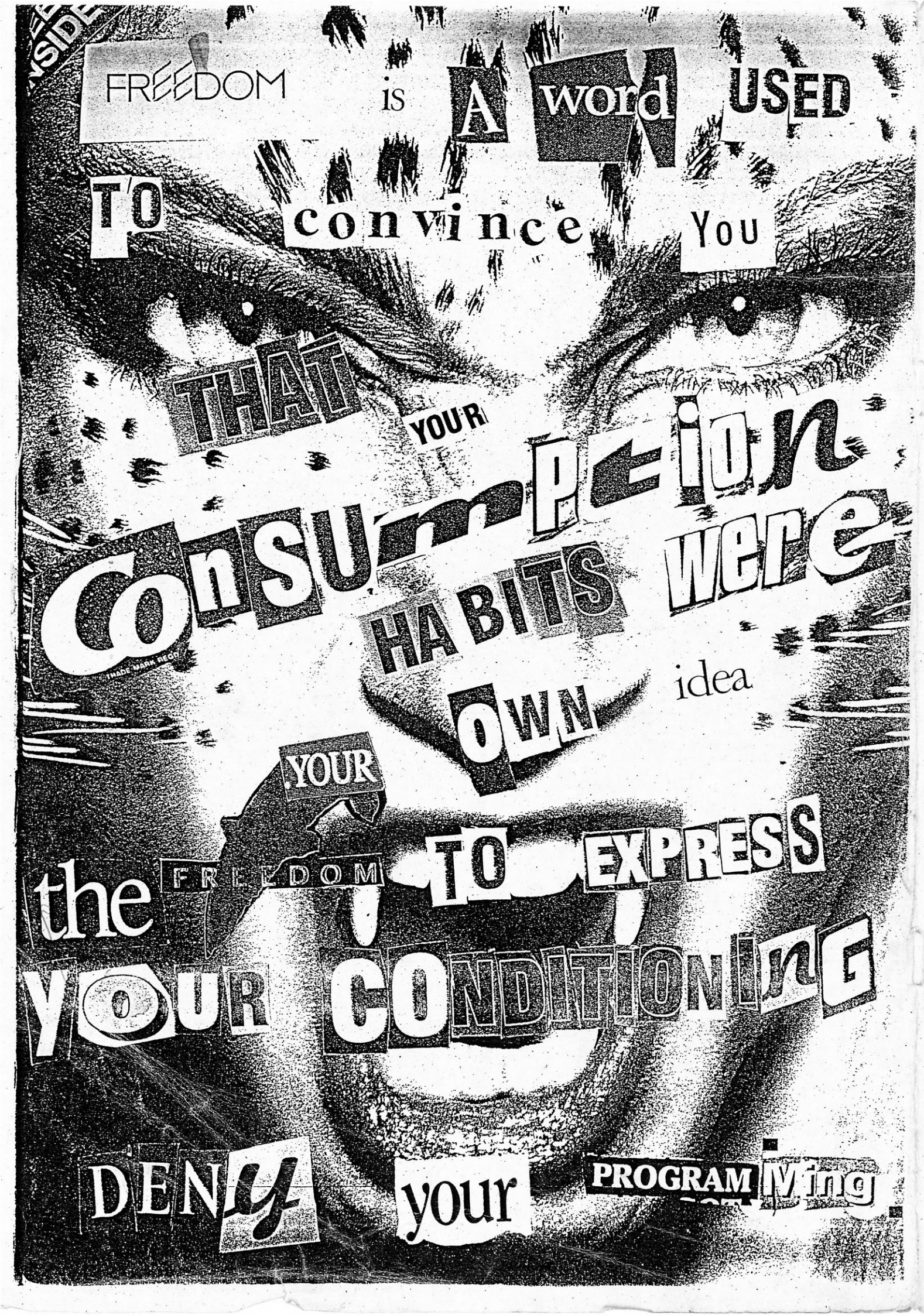

But just look at what you can get! You can buy this, or anything else here you want, anything you see! Isn't that marvellous! And you can even buy things you can't see, like a life-style, or a sense of well-being, or the admiration of your neighbors and co-workers for your stereo, or your car, or your clothes, or your house, or anything!

And then there's all the good television programs, movies, records, concerts—so much great entertainment being produced for our consumption.

Admittedly you can't buy back your time, but what would you do with all that time anyway? I know I'd just get bored, or worse yet, *frightened*, if I had to wake up every morning and decide what I was going to do with my life that day. Besides, face it, this is the way life *is*, so what can you do about it?

Why not get together with some friends soon and say NO! Say no to the draft, or work, or religion, or authority figures, or school; say no to television, patriotism, political ideologies, any of the thousand and one ways in which this society keeps you from realizing your own needs and desires. You'll find the more you do it, the more you'll like it!

JUST SAY "FUCK OFF." YOU'LL GET A LOT OF SATISFACTION.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